



## PRESS RELEASE

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### **Greenery & Landscaping China – A valuable platform for decision-makers**

- **European delegation extremely pleased**
- **A supporting programme packed with highlights**
- **International conference features top-class presentations**

The third Greenery & Landscaping China (GLC), a subsidiary of the GaLaBau in Nuremberg, closed its doors at the Shanghai World Expo Exhibition & Convention Center on 30 May after three successful days. This year, 8,300 trade visitors (2018: 8,050) travelled to the event to learn about products and trends related to landscaping, maintenance and construction of green spaces from 158 international exhibitors (2018: 143). One welcome development: a marked increase in interest from Europe, not least thanks to the organisation of a delegation tour and the accompanying conference, which focused on Chinese-European exchange. Greenery & Landscaping China 2019 was organised by NürnbergMesse China together with China's Shanghai Landscape Architecture and Gardening Trade Association (SLAGTA). The event once again underscored its position as one of the most important Chinese business platforms for decision-makers that landscape, maintain and build private and municipal gardens, parks, leisure space, sports fields and playgrounds.

Heike Christine Hofmann, International Product Manager at NürnbergMesse, gives a positive summary: "We are very pleased with how GLC has evolved in terms of both exhibitors and visitors. The strong interest shown in an exchange of information between Chinese and European experts – this year with the European delegation – make this event so valuable." During a tour of the exhibition, delegation members also participated in lively discussions with Chinese and international

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上海市园林绿化行业协会  
Shanghai Landscape Architecture  
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exhibitors and took the opportunity to network with one another, thanks also to their presence at the International Pavilion. During a subsequent visit to the Shanghai Chamber of Commerce, the delegation was provided with detailed information about business relations with China. Alexandra Kasper, Advertising Director at the media partner Patzer Verlag, enthused: "Thank you so much for the excellent organisation and for the event at the chamber of commerce – a few of the explanations given at this meeting cleared up a number of things for me. The meetings and conversations with other participants were also very inspiring." Zas Brezar, Editor in Chief at LANDEZINE, adds: "It was a great group and the atmosphere was just brilliant!"

### **European exhibitors also satisfied**

The atmosphere could not have been better among both visitors and exhibitors alike. Piotr Nadulny, Managing Director of VinciPlay from Poland, thinks that taking part in GLC is important: „The mood could not have been better, not only among the visitors, but also among the exhibitors. The interest in our products, which were exhibited at the stand, was great. Many potential customers approached our company to get more information and were impressed by the high quality and wide variety of products and materials on offer. After the show, we received many requests for possible cooperation in the Chinese market. So we see great potential in this area and hope for a good sales development.“ Once again, GLC lived up to its reputation as a green show and proved its mettle through its extensive portfolio in traditional gardening and landscaping and in the areas of construction and maintenance machinery for public areas and playground equipment. The Chinese market has massive potential and still shows strong demand not only for construction and maintenance machinery, but also for building materials, such as stones, wood and plants. China is also investing heavily in playgrounds, leisure grounds and sports grounds and, above all, in trending areas such as vertical greening.

### **Highlights in the GLC 2019 supporting programme**

Many panel discussions and events focusing on different priority areas complemented the exhibition and provided fresh impetus on trending topics. Highlights for visitors included the ninth IDEA-KING Award Shanghai Academic Sharing Meeting and the 2019 Three-dimensional Green Building Development Forum.

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**Greenery &  
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China**  
2019.5.28-30

中国（上海）国际园林景观产业贸易博览会  
上海世博展览馆, Hall 2馆  
Shanghai World Expo Exhibition & Convention Center  
www.glcexpo.com

### **An international conference with European speakers**

The accompanying China-Europe Construction Machinery Leasing & Rental Business Development Conference took place at the InterContinental Shanghai Expo Hotel on 29 and 30 May. The event was organised by the Global Dealer Club of NürnbergMesse China. The Global Dealer Club offers an optimal platform for networking for Chinese distributors and international companies trying to gain a foothold on the Chinese market. Tomas Zelic, Managing Director of Z LAB and a speaker at the conference, believes that Global Dealer Club membership offers many benefits: “We think that the Global Dealer Club is a really exciting tool and creates value – and not only for Chinese participants.” This year’s conference highlighted the European and Chinese leasing market for municipal and garden technology. Together with their Chinese colleagues, many European speakers, including Henrik Bos, President of the European Landscape Contractors Association (ELCA), discussed challenges and opportunities on both markets. [www.globaldealerclub.com/en](http://www.globaldealerclub.com/en)

### **About the GaLaBau product family**

The GaLaBau trade fair is a comprehensive international exhibition covering the entire spectrum of design, construction and maintenance of urban, open and green spaces. It takes place every two years at Exhibition Centre Nuremberg. The trade visitors are contractors working in the field of horticultural, landscaping and open space design and construction, and landscape architects and planners from federal, regional and municipal authorities. GaLaBau also features an extensive range of products and services for operators of leisure parks, camping grounds and kindergartens and for golf course development, maintenance and management. Since 2017, the Greenery & Landscaping China exhibition has been part of the GaLaBau product family. It opens its doors annually in Shanghai and is executed by NürnbergMesse China in partnership with the Shanghai Landscape Architecture and Gardening Trade Association (SLAGTA). [www.galabau-messe.com/en](http://www.galabau-messe.com/en)

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